
R2018-45: RESOLUTION TO RECOGNIZE THE MYRTLE BEACH JEEP JAM AS A CELEBRATION OF JEEP CULTURE AND CONFIRMING THE CITY'S CO-SPONSORSHIP OF THE EVENT APRIL 5-7, 2019.

Applicant/Purpose: Staff/to recognize the "Myrtle Beach Jeep Jam" & to confirm City Co-sponsorship.

Brief:

- The "Jeep Jam" is a celebration of Jeep culture in the heart of Myrtle Beach.
- For 2019, N.S. Promotions & Events have proposed, once again to hold this event at the Old Myrtle Square Mall from 10 am - 9 pm, April 5 - 7, 2019.
- Event includes an off-road obstacle course, a vendor area w/ vendor trailers, a designated beer garden, & other various small activities throughout the venue.
- On April 6th & 7th, from 6:30am - 8:00am, there will be a beach-crawl event w/ up to 200 Jeeps parading on the beach between the 2nd Ave Pier & 24th North.
- In 2018, N.S. Promotions & Events hosted in excess of 10,000 guest & participants & donated \$6,000 to the Special Operations Wounded Warrior Project.
- In 2019, the charitable benefactor will once again be the Special Operations Wounded Warrior Project & the crowd is expected to be larger than last year.

Issues:

- Proposed resolution:
 - Recognizes the Jeep Jam as a community-wide festival event & confirms co-sponsorship w/ in-kind services totaling \$11,213 (equipment set-up & removal - \$2,413, traffic control/security \$6,800, EMS \$2,000).
 - In view of crowd & limited parking Council also authorizes:
 - W/ property owner approval, temporary use of parking (free or paid) in nearby vacant lots, businesses, & churches (includes temporary signs indicating event parking availability).
 - Temporary signage at satellite parking areas.
 - Authority to use temporary signs to indicate event parking is not permitted for businesses wishing to reserve parking for normal use.
 - Extends a warm invitation to all area resident & out-of town visitors to enjoy the 2019 "Myrtle Beach Jeep Jam".
- The Special Events Committee unanimously recommends approval.
- Jeeps will be inspected for fluid leaks before being allowed into the beach parade.

Public Notification: Normal meeting notification.

Alternatives:

- Do not approve event.
- Modify the request & allowances.

Financial Impact:

- Accommodations taxes, Hospitality Fees, & Business License revenues attributable to thousands of event participants.
- City in-king costs of ~ \$9,500.

Manager's Recommendation: I recommend approval.

Attachment(s): Proposed resolution, site plan, & application.

RESOLUTION R2018-45

**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**RESOLUTION TO RECOGNIZE THE MYRTLE
BEACH JEEP JAM HOSTED BY N.S.
PROMOTIONS AS A CELEBRATION OF JEEP
CULTURE AND CONFIRMING THE CITY'S CO-
SPONSORSHIP OF THE EVENT APRIL 5, 6, 7,
2019.**

WHEREAS, the Myrtle Beach Jeep Jam hosted by N. S. Promotions and Events described as a celebration of Jeep culture held in the heart of Myrtle Beach; and

WHEREAS, this event was held in the old Myrtle Square Mall site for the first time in April 2018, and successfully brought thousands of out-of-town spectators and event participants to the City; and

WHEREAS, for 2019 N.S. Promotions and Events have proposed to hold this event at the old Myrtle Square Mall site again from the hours of 10am - 9pm April 5, 6, 7, 2019; and

WHEREAS, events will include an off-road obstacle course, a vendor area with dozens of vendor trailers, a beer garden, and other small activities throughout the grounds; and

WHEREAS, in 2019 this event will feature a "Morning Jeep Beach Crawl" on April 6th and 7th. The "Morning Jeep Beach Crawl" will be a parade of less than 200 jeeps driving on the beach between the 2nd Ave Pier and 24th Ave North. The drives will take place from 6:30am - 8:00am each day; and

WHEREAS, the charitable benefactor for this event will be the Special Operations Wounded Warriors.

NOW, THEREFORE, BE IT RESOLVED THAT:

1. City Council recognizes the 2019 Myrtle Beach Jeep Jam as a celebration of Jeep culture within the heart of Myrtle Beach.
2. Pursuant to Section 802.0e of the Zoning Ordinance, between April 5, 2019 and April 7, 2019, area businesses are authorized and encouraged to display temporary signs to welcome event participants.
3. City Council confirms its co-sponsorship of the event and agrees to provide certain in-kind services including but not limited to logistical support, barricade set-up and removal, traffic control, event security, & EMS.
4. In view of the anticipated crowd attending, this event and the limited number of parking spaces available City Council further authorizes:
 - a. With the approval of the private property owners, the temporary use of parking areas in nearby vacant lots, local businesses, and churches, to include temporary signage indicating the availability of event parking at these locations. Such parking may be made available on a free or paid basis.
 - b. Temporary signage at any satellite parking areas.

1 c. City staff to assist area businesses that wish to reserve their spaces
2 for normal use by placing temporary signage indicating that event
3 parking is not permitted.
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5 5. City Council extends a warm invitation and welcome to area residents and out-
6 of-town visitors to enjoy the 2019 "Myrtle Beach Jeep Jam".
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10 SIGNED AND SEALED this 11th day of December 2018.
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14 _____
15 Brenda Bethune, MAYOR
16

17 ATTEST:
18

Jennifer Stanford, CITY CLERK

Agenda

Folders

Exp Zpt

E-mail

APPLICATION FOR SPECIAL EVENTS PERMIT
Within the City of Myrtle Beach, SC
(Please print legibly or type)
(Must be submitted 30 days prior to the event)

1. Name of Activity/Event: Myrtle Beach Jeep Jam
2. Type and Purpose of Event: Jeep/offroad festival for the whole family
3. Location of Event: 2501 N. Kings Hwy, Myrtle Beach, SC 29577
4. Organization: Native Sons
5. Applicant: Steve Taylor
6.

| | |
|---|--|
| <u>PJ Bernacki</u> <small>Primary contact person</small> <u>1519 Executive Ave, M.B., SC 29577</u> <small>Primary address</small> <u>843-448-0585</u> <small>Primary telephone/fax number</small> <u>pjb@nativesons.com</u> <small>Primary email address</small> | <u>Steve Taylor</u> <small>Alternate contact person's name</small> <u>1519 Executive Ave, M.B., SC 29577</u> <small>Alternate address</small> <u>843-448-0585</u> <small>Alternate telephone/fax number</small> <u>stevet@nativesons.com</u> <small>Alternate email address</small> |
|---|--|
7. Date(s) of event: 4/5/19-4/7/19 Hours of operation: 10am-9pm
8. Date of set-up: 4/2/19 Take Down Completed By: 4/9/19
9. Expected attendance: 10,000+
10. Charitable Benefactor (if applicable): Special Operations Wounded Warriors
 Is group a non-profit organization: ☒ Yes ☐ No If yes, attach copy of 501 IRS letter.
 If no, what portion of proceeds will go to charitable organizations: _____
11. How will you publicize the event?
Billboard/radio/TV ads, social media + guerilla marketing
12. Are public funds being used? ☒ Yes ☐ No
13. Does the applicant intend to gate the event and charge an admission fee: ☒ Yes ☐ No
 If so, please detail the amount of the fee and describe as to how the event will be gated: Jeeps have to register, but it is \$5 per person to enter gated event
14. Entertainment Description (show on site plan): Obstacle Course, Car show, music and vendors
 Speakers/microphone needed: ☒ Yes ☐ No Electrical hook-ups needed: ☒ Yes ☐ No
15. Is a fireworks display planned in conjunction with this event? ☐ Yes ☒ No
 (Fireworks displays require a SC State Permit obtained by a SC Licensed Pyrotechnician.)

The fee of approximately \$300 - \$600 is based upon when the permit is issued.
(15 or more days prior to the event \$300; 14 days or less \$600).

16. To what extent has the applicant communicated with adjacent property owners, and what responses have been received? Burrough's + Chapin make sure we

cooperate with surrounding businesses

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. 4 signs on the

corners of the site

18. Parking requirements:(show on site plan): No. of spaces available 3k No. of handicap 100

If required, has permission been granted for use of Event location by entity other than the City of Myrtle Beach? ☒ Yes ☐ No If yes, please attached proof of authorization.

19. Alcohol:

Will alcoholic beverages be made available to the public? ☒ Yes ☐ No

If yes, provide the following information:

What type of alcohol will be made available? ☐ Spirituous Liquor ☒ Beer ☐ Wine

List the exact locations and times for alcohol sales:

Location: Forced in area of site Times: 10am-9pm

Have the City and State permits been applied for and/or obtained? ☒ Yes ☐ No

*Permits approved for the events will be amended if ABC permits are not granted. Applicants are required to provide proof of issuance before the event.

Do the alcohol vendors presently hold a license for on-premise consumption? ☒ Yes ☐ No

If so, Name Better Brands Address 908 Jackson St, M.B., SC 29527

Telephone 843-626-1102

If alcohol will be sold or given away, and the vendor is not a license holder for on-site consumption, list the person(s) who will apply for the alcoholic beverage license:

If so, Name _____ Address _____

Telephone _____

The applicant agrees that all alcohol sales at the event will cease no later than one hour before the scheduled end of each day of the festival. ☒ Yes ☐ No

20. Parades:

Is there a parade planned with this event? ☐ Yes ☒ No

If yes, please state the day, time, location, and anticipated number of participants, routes, times, staging area, disbanding area, review stand, and alternate dates: _____

(If the parade is planned for state or municipal roads, please provide written permission or approval from SCDOT and/or the City of Myrtle Beach.)

21. Vendors:

Will vendors be present at this event? ☒ Yes ☐ No

If yes, describe in detail on a separate sheet the number of vendors involved, specify the goods or services being vended and indicate whether the vendors are specifically contracted or regularly

licensed. Please indicate exact location of vendors on the site plan.

22. FOOD SERVICE:

Will food be prepared at this event? ☒ Yes ☐ No

If yes, describe in detail on a separate sheet how the food will be prepared, type and location of cooking appliances and type of fuel to be used for cooking.

Food trucks + small food vendors

23. Prior Events:

Is this a first time event? ☐ Yes ☒ No

Has this event occurred five (5) or more times in the preceding years? ☐ Yes ☒ No

If so, please list the years: _____

24. Emergency Medical Services:

An approved EMS plan is required to receive a permit for the event.

Please attach appropriate documentation (attach additional pages as necessary).

(Call City of Myrtle Beach Fire Department at 918-1109 for questions.)

25. Security Plan:

(Call City of Myrtle Beach Police Department at 918-1366 for questions.)

Has the Police Department approved a security plan? ☐ Yes ☐ No

Detail your security plans during event. (attach additional pages as necessary).

(The plan shall specify

- a. The number of POST-certified off-duty law enforcement personnel and private security guards which the applicant plans to hire – where the number of off-duty law enforcement personnel shall be the same or more than the number of private security guards.
- b. The arrangements the applicant has made for hiring them.
- c. Details of the plan for payment.

If no, you must engage qualified security consultants to provide the Police Department with a security plan for approval. A security plan must be approved in order to receive a permit for this event.

If yes, please attach appropriate documentation.

26. Cleanup of Event Area:

Detail your plan to keep site and adjacent public and private property free of trash and debris generated by this activity: Native Sons staff and WM dumpster

If using a private sanitation company, give name, contact person and telephone number: Waste

Management

Will additional trash receptacles need to be placed in the event area? ☒ Yes ☐ No If Yes, please contact the City of Myrtle Beach Solid Waste Division (843-918-2160), and they will assist in determining the number of receptacles needed as well as the cost for providing the additional service. If this service is used, payment is due five (5) days before the event.

27. Street Closings:

(Please attach documents from SCDOT and/or City of Myrtle Beach authorizing this closure.)

Streets to be closed: _____

Day/Dates: _____

Closing Time: _____

Opening Time: _____

28. Insurance: (Certificate of Insurance to be sent to City of Myrtle Beach Risk Department; for questions call 918-1007.)

- 1) Coverage shall be written on an occurrence basis and provide Premises/Operations: Independent Contractors: Products/Completed Operations: Contractual and Broad Form Property Damage.
- 2) Minimum Limits of Liability will be \$1,000,000 combined single limit per occurrence for bodily injury and property damage.
- 3) The City of Myrtle Beach shall be named as "additional insured" and the policy endorsed to require that the City be provided thirty (30) days written notice of coverage modification or cancellation.
- 4) A certificate of insurance will be provided to the City ten (10) days prior to the beginning date of the event permitted herein.
- 5) Additional limits or coverages may be required by the Risk Manager to address specific special or unusual hazards.

29. Special Requirements:

Are there any special or unusual requirements that may be imposed or created by virtue of the proposed event activity? ☐ Yes ☒ No

If Yes, please explain: _____

SITE PLAN

(The site plan must accompany your Special Event application or the application will be considered incomplete and returned to the applicant.)

Site Plan Size Requirement:

The City may be able to provide a base map of the area upon request.

Must be presented on 8 ½" x 11" letter size paper

Site Plan must include the following:

- 1) Location and number of all structures with respect to the existing buildings, property lines, roads and walkways, to include
 - ☐ Tents/detail description of size/state if tent is fully or partially enclosed/number of tents; Indicate activity in each tent.
 - ☐ Grandstands/size/capacity
 - ☐ Stage – include electrical hook-ups and engineer certification
 - ☐ All electrical hook-ups/generators
 - ☐ All speakers/hook-ups
 - ☐ Vendor booths, size and description of goods sold
 - ☐ Refreshment stands
 - ☐ Restroom accommodations (include number of handicap accessible); please advise if you will require a source of potable water.
 - ☐ Tables
 - ☐ Trash and recycling receptacles
 - ☐ Signs with size indicated (must identify all signs visible from public roadway)
 - ☐ Parking areas/include handicap spaces available and number
 - ☐ Vehicle/trailer locations
 - ☐ Perimeter fencing, barricades, barriers, and all entry/exit points.

Additional applications/licenses or permits required:

- 1) Tent permit from City Construction Services Department (843-918-1111).
- 2) Business licenses from City Business Office for all vendors (843-918-1151). (The business license form is also available on the City website.
- 3) Liquor license and/or beer/wine license from the State of South Carolina.
- 4) Street closure permits from SCDOT and/or the City of Myrtle Beach.

REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

Please fill out the application completely. All applications are considered new and "same as last year" is not an appropriate answer. A complete application includes the required site plan of the correct size and security plans described herein.

By my signature below, I certify that I have actual authority to make this application, and to bind the organization, if any, sponsoring the event, and that I, or the organization, will be financially responsible for any costs or fees that may be imposed for the Event.

Date Submitted: 5/15/18 Signature of Applicant: 

M.B. JEEP JAM 2019 APRIL 5TH-7TH



- | | | |
|--------------------|---------------------|--------------------------|
| Registered Jeeps | 4WP Proving Grounds | Volunteer/Vendor Parking |
| Jeep Check-in | Vehicle Inspection | General Parking |
| NAPA Vendor Valley | Show-N-Grime | Wristband Entry |

Security Plan

2nd Annual Myrtle Beach Jeep Jam

April 5th-7th, 2019

The Myrtle Beach Jeep Jam hosted by N.S. Promotions & Events will be a celebration of Jeep culture held in the heart of Myrtle Beach and will feature an off-road automobile obstacle course, a vendor area full of dozens of trailers, and other small activities throughout the grounds. The M.B. Jeep Jam will take place at the old Myrtle Square Mall site located between 23rd and 27th Ave on 2501 N. Kings Hwy—the applicant has the full support and permission from Pat Walsh and Burroughs & Chapin to use the grounds, surrounding parking lots and Agape church building.

Set up will begin Monday, April 1st, 2019, but the event's operational hours will be 10am-9pm on Friday & Saturday and 11am-5pm on Sunday, April 7th. The event admission is \$5.00 to attend and spectate, but there is a registration fee for Jeeps taking part in the event and wristbands will be for sale for unregistered attendees to participate in activities/contests. Along with the applicant's staff/volunteers, security during operational hours will be provided by the Myrtle Beach Police Department to patrol the event grounds and control crowds/traffic as necessary. The applicant is asking for in-kind services for FOUR **(4) certified police officers** each day to serve in an off-duty capacity for event security—an extra-duty contract must be completed at least 14 days before the event. If external parking is needed outside of the event grounds, the applicant will place an **additional THREE (3) officers** to control the crosswalk at 25th Ave and Kings Hwy. The applicant or event vendors may hire private security for the protection of goods/merchandise during operational or non-operational event hours. The applicant's staff and volunteers will be responsible for the enforcement of any City or event policies, including alcohol and admission policies.

The applicant is asking the City of Myrtle Beach Fire Department for in-kind services in the form of **TWO (2) EMTS** to be available on site for 8 hours on 4/5 & 4/6 and 7 hours on 4/7 for a total of **SIX (6) EMTS** for the

event. The EMT's will be located in a highly visible First Aid tent with radios/cell phones to ensure direct communication to N.S. Promotions event coordinators and the obstacle course supervisors.

The applicant will obtain temporary beer/wine permits from the SC Department of Revenue for the public property venues. The applicant will provide a list of names for all staff and volunteers who will be involved with alcohol service at public property venues. The training certifications will be approved by the SC Department of Revenue. The list of names, training certifications and alcohol permits will be on file with the MBPD Events Coordinator 14 days prior to the event.

The portion of the grounds for serving and consuming alcohol will be secured by temporary fencing and N.S. Promotions staff & private security guards from Platinum Protection Agency will be posted at each pedestrian entrance to ensure that alcohol beverages do not leave the permitted area—signage will also be placed around the barricade warning attendees that alcohol is not allowed outside the permitted area or the event grounds. The applicant will provide servers who are trained and certified in the proper service of alcoholic beverages. The applicant will provide personnel to verify the age of all participants and all participants over the age of 21 will be issued a visible marker (stamp, wristband, etc.). The applicant, or his designee, will enforce these rules. Any refusal to comply with these rules from a guest will result in a trespassing warning and immediate removal from the event property by security.

The applicant will have different reserved parking sections for vehicles registered to the event, event sponsors/vendors, handicapped and spectators/non-registered vehicles. Private (surrounding businesses) and public (street and garage) parking may be available to attendees. There will be reserved parking for loading, unloading and securing equipment on the corner of N. Oaks and 23rd Ave. The applicant is responsible for providing adequate parking for vendors operating trailers because such vehicles will not be allowed to park in public or private parking areas outside of the event grounds.

There will also be morning beach crawls as a part of this event. On Saturday, April 6th and Sunday, April 7th, a parade of less than 200 Jeeps will drive on the beach from 2nd Ave Pier to 24th Ave N. adjacent to the

Dayton House. These drives will take place from 6:30am-8:00am each day. The applicant is asking for in-kind services in the form of Two (2) Police Officers for the brief road closures/traffic management at the beach access points. N.S. Promotions employees will be leading and following the single lane of vehicles to maintain a safe pace and distance from pedestrians. All vehicles will go through an inspection before entering the beach.

The applicant will have cash management policies in place that require cash drops and bank deposits at predetermined times. Outside vendors will be responsible for their own cash management.